Impact Of Social Media On Purchase Intention Of Indian Consumers In Apparel Products

SHORT SYNOPSIS

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Certificate

I hereby declare that the short synopsis "Impact of social media on purchase intention of Indian consumers in apparel products" being submitted in partial fulfillment of the requirement for the degree of Doctor of Philosophy in Marketing under faculty of Commerce of Manav Rachna International Institute of Research & Studies, Faridabad during the academic year 2020

It is a bona fide record of original work carried out under the supervision of Dr.Priyanka Srivastava and has not been submitted in full or part to any other university or institute for degree or diploma. Further, it is certified that short synopsis is plagiarism free and proof has been submitted.

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ABSTRACT

Social media has become imperative part of life; almost half of the world uses social media in their daily lives. Role of social media also increased due to pandemic. Presently social media is used as one of the marketing tool to promote their products and services. The main objective of the study is to analyze how the purchase intention of consumers is affecting using social media towards apparel products and to understand the role of social media influencer on consumer purchase making decision. The research conducted will be descriptive and exploratory in nature. The data will be collected using a structured questionnaire, and the sampling method would be stratified sampling with the sample size of 350 respondents. Different methods of analysis will be used for different objectives like factor analysis and multiple regressions. The study's findings will assist businesses, individuals, advertisers, and academics in determining which social media platforms might be used to advertise items and in developing appropriate marketing strategies. Organizations can also examine consumer buying habits. Additionally, it will aid academics in their comprehension of consumer.

Keywords: Social media, Consumer, Purchase intention, apparels.

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1. INTRODUCTION

1.1 Background

According to (Sajithra K, Dr. Rajindra Patil,2013) enlargement and enhancement of conventional word of mouth networks is social media. Merriam-Webster defined *social media* as "forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos)." A System named Plato system was developed in 1960 by university of Illinois, which helped student to share notes and screens online. According to Wikipedia, In 1970 ARPANET was launched as “a rich cultural exchange of non-government/business ideas and communication”. Today popularly known as World Wide Web (www), was developed by Tim Berners Lee in the late 1990’s as a modern network for communication. The First ever social media site created was Geocities in 1994, followed by classmates.com in 1995 and SixDegrees.com in 1997. Among these six degrees was considered as a first social media site because it allowed people to connect to each other, create profiles and add friends to friend list. The objective of naming the company six degrees was that it conveyed that every individual is six degree apart from the other. Social media is all about connecting with people by using internet or web. Earlier, social media was only limited to chatting, sharing and posting photos but now it has also become a spot for marketing products and services. Over two decades ago social media platform was created, but now if we talk about social media, it is a source of information gathering and interaction with a larger group of people. Today it has become a part and parcel of our daily lives. Social media is a type of tool which allows us to interact, share, communicate and express our feelings, ideas and knowledge with other people using internet. Internet has turned out to be a great opportunity for e-commerce and e-marketing, and now with the help of it, social media is being highly used by people not only for chatting and gathering information but also for, purchasing, business activities including education and many other sectors. Presently, all over the world there are 4.66 billion internet users (statista.com, 2021), and out of which 4.2 billion users are active ones. From this we can infer that today social media plays a very important role in the lives of the hoi polloi.

Since, 1990 there is huge rise in development of internet with the increase in number of users and web portals. As everyone is aware of e-commerce websites, nowadays people have also started shopping through social media. Somehow, there has been rapid increase in use of social media during pandemic, which have turned out to be an opportunity for every sector to expand their business through social media. Post pandemic, the firms which are using social media platform for business practices are the ones that have survived and sustained.

1.2 Rationale of the study

It is highlighted by Reddy and Jayalaxmi (2014), as people are shifting from conventional shopping paradigm to e-shopping, it has become convenient and easy for them to make purchase with just one click. E-shopping helps consumers in saving their time and money as one doesn't have to step out of their homes. Earlier access and designing of content was all in the hands of website owners, where individuals were only able to view the content. With the advent of Web 2.0 technology, behavior of users has drastically changed. (Adebanjo & Michaelides, 2010; O'Reilly, 2005).

This has lead for increased in the usage of social media in day to day activities. Organizations have started perceiving the significance of social media as a marketing tool, and using social media to market their product and services. Social media will not only help organizations to identify trends but also recognise them to grab opportunity for competitive advantage (Rafiee, Sarabdeen, 2014).

Pandemic have increased the usage of social media for consumer decision making process. (Mason, Narcum, Mason, 2020). Since the advent of pandemic (COVID-19) it has been analyzed that consumers have started using social media as a source of making online purchase by identifying different products, collecting information, and evaluating products (Mason et.al. , 2021).

In this web 2.0 advancement era, companies need to use innovative techniques to stay updated and to sustain in market. One of the growing industries is apparel product industry. To sustain in this competitive era, it is important to modify the marketing strategies of such industries on regular basis and one of the trending marketing tools is social media marketing. (Saputra, Dewobroto, 2022). Internal factors like personality, attitude of the consumers along with the internal and external factors like social, demographic, psychological, economic and financial factors affect consumer purchase intention (Abdul Mazeed, Prakash Kodumagulla, 2019). From the above review of literature it has been analyzed that in India little research work has been done in apparel industry and social media is transforming into social commerce gradually, which enables consumers to connect directly with sellers through instant message. Also, consumers can identify which product is good, by cross confirming through reviews and personal comments on social media. With the help of social media people are learning more about trending apparel products which might help them in enhancing their physical appearance and personality.

Consecutively this research will help marketers to understand and make strategies for their business practices to grow by using social media as a marketing tool and to penetrate new market by identifying a new customer market segment. So, it has become significant to study the effect of social media as a marketing tool on purchase intention of Indian consumers towards personal care products.

1.3 Problem statement

Since last decade, Social media has been rapidly growing and has become a new marketing tool for organizations. It helped organizations to develop customer relationship management by directly connecting with them (Nascimento, june 2019). Earlier (before pandemic), social media was used majorly for information gathering and building informal relationship. During pandemic users of Social media found social media for purchasing products and services (Mason et.al., 2021). However it has been noticed from extensive review that social media has a positive impact on purchase intention with many mediating effects like brand equity, social media influencers, brand awareness, influencer credibility and para social interactions. Strategically marketers have integrated social media tool to their existing communication repertories to build and maintain relationship with customer (Rajnikanth, 2019)

Since post pandemic there has been a shift in the behaviour of consumers, as today most of us prefer purchasing goods online. This not only saves time and money, but nowadays it also has become a necessity as people have started using social media platform as a tool for purchasing a good. There has been a shift in the buying habits, taste and preferences of the consumers for purchasing goods. Keeping this into account, a few questions have arisen which are as follows:-

1. Which type of social media is most used by Indian consumers for buying apparel products?
2. How often and why does the consumer use a social media service.
3. What type of apparel products does the consumer see as recommended (size, type, good or service, color, cost etc.)
4. Does recommendation influences the consumers purchase intention

1.4 Scope of the study

The present study emphasizes on analyzing the impact of social media on purchase intention of Indian consumers towards personal care products. The study will provide a detailed explanation of certain factors that affect purchase intention of consumers, social media marketing, and personal care products.

The findings of the study will help marketers, researchers and academicians in understanding the effect of social media on purchase intention of Indian consumers for personal care products.
Particularly, findings of the research will help marketers to have a thorough knowledge and understanding about new trends of social media, and how to penetrate new customers using social media marketing. Also the study will be beneficial for organization selling products and services on e-commerce; they can get a new platform for selling their products and services on social media which will help them in customer engagement directly. The research will also help in identifying new market segments by gathering information about demographic profile, different needs, preferences and interests of consumers. Social media is a cheaper source of marketing tool, now people can create content from their mobile phones without spending lakhs of rupees on advertisement. This research will help in analyzing how social media have turn out to be an opportunity for small scale businesses and how new business ideas are emerging with the aid of social media.

1.5 Apparels products

Apparel means clothing. Apparel includes all types of clothes including children, men and women clothing. According to shopify innovation, globalization consumer purchasing habits have been rising and changing as virus started spreading, the pandemic have given people time to be more creative and innovative which resulted in enormous change in apparel sector. In this modern world, people have become more conscious about their physical appearance and are ready to spent thousands and lakhs of rupees just to get that perfect look.

Now, with the help of internet they are able to gain proper knowledge about trending styles and clothing pattern. Social media have turn out to be gem for every individual to improve their dressing sense, as it enables people to check out fashion bloggers styles and get familiar with the latest trend of clothing. One of the important marketing tools for apparels is social media, as it has been analyzed that more and more photos are being posted on Instagram, snapchat, Facebook and YouTube and apparel industry is making more out of it. After the pandemic, Statista reports that demand in the garment industry has been steadily increasing, generating a total of 3 trillion US dollars in revenue in India. India is renowned as the top manufacturer of jute and cotton fabric in the world, exporting 27% of its output to the US.

1.6 Social media marketing

'Social media marketing (SMM) refers to the use of social media and social networks to market a company's products and services.' In this modern era where internet has revolutionized all the activities, social media is the top most tools for marketing products and services of every sector. Social media is beneficial for both consumer and marketer as it helps to reduce cost of producers by covering wider area and digitally promoting products and services, whereas it is more convenient, time saving, less expensive, and personalized for consumers. Social media helps the firms to create brand awareness and increase sales through social media platforms; it allows organizations to continuously engage with existing customers and searching potential customers.

Organizations use social media to grow their business and social media helps them to increase brand awareness. (Survannabha,2021) .Today all small and large business organizations promote themselves through social media. Blogging, podcasting, short videos, reels, vlogging and many more types are used to promote the service or product. During the pandemic, everything turned into a digital world, use of social media rose to a high percentage as compared to pre pandemic scenario; social media turn out to be the life savior of market. When compared to traditional marketing strategies, social media have turn out to be increasing revenues for online platforms. (Maryville University,2018). Companies have started escalating their advertisement expenditure towards social media, as social media trends grow (Yating Pan,2019).

1.6.1 Platforms of social media

Social media platforms include Facebook, Instagram, LinkedIn, snapchat, twitter etc. with the advancement in technology there has been rapid increase in online marketing techniques. These platforms are discussed below:

1. Facebook: Facebook is the most used app on social media with 2.85 billion active users monthly. This was founded in 2004 by Mark Zuckerberg for social interaction with the help of internet. It is used to chat, post photos and videos, video and audio calls, to promote business; organizations can create their page and post their products or services.

2. YouTube: this is the second most used app with total of 2.2 billion active users monthly. This app helps you to promote your product by creating small videos which are shown in between music videos, entertainment videos or movies. This is one of the top apps for marketing.

3. WhatsApp: with 2 billion of active users monthly, WhatsApp is ranked on the third number of most used social media app. If you have heard, in recent years WhatsApp have launched its business app also where

one can start their business and make payment through WhatsApp. WhatsApp was launched in 2009 and presently is taken over by Mark Zuckerberg.

4. Instagram: with 1.38 billion active users monthly, Instagram in the most used app and also most developing app, because of it features. Instagram was founded in 2010 and now is owned by Facebook. Instagram provides you the facility of sharing photos, posting stories, direct message service, reels (short videos), content videos, video calling etc.

5. Snapchat: snapchat came into existence in 2011; it allows you to share content individually as well as to group. It was snapchat that introduce filter photos. Through videos and with the help of social media influencers many brands promote themselves on snapchat, it has 514 million active users monthly.

6. LinkedIn: it is world's largest professional online network. It allows you to find a right type of job and internship; also it helps to strengthen your professional links in different types of industry or organizations. You have to upload your resume on your profile and you can search for job according to your education, qualification and other factors. It has been found that monthly users of LinkedIn are 1 billion. This app helps you to connect with the people from your organizations and of different organizations from same field or area.

From the above data as analyzed and collected by Statista, 'Facebook is most used app' irrespective of number of new competitors. Marketers can plan different strategies to market their product on social media on the basis of most used app, and should change their way of promoting as per the suitability and requirement of customers.

1.6.2. Advantages of social media marketing (SMM)

Social media has become part of our daily lives, every individual spent atleast half an hour on social media. Apart for entertainment source, social media is also one of the trending platforms for marketing products and services and organizations have certain advantages of the same. Some of the advantages are discussed below:

1. Target large audience: SMM allows to wider the outreach of customers with the help of social media. It can target audience from all over the world without any limit; customers can purchase products or services through social media anytime and from anywhere.

2. Personal touch: when we use SMM as a marketing tool, it gives customers a sense of personal touch, by personally replying to their orders and queries; they feel more influenced with the sellers.

3. Organic content: one of the important advantages of SMM is, it provides us the opportunity of creating our own content and uploading it on social media free of cost. Organic content means any type of content created by your organization to promote the product.

4. Driving web traffic: on social media you can post your products images, videos and other content, also you can mention the link to your website. People nowadays want easy steps in purchasing, with less complicated procedures. When someone goes through your social media profile, they might be interested in your products and want to make an order, mentioning link will redirect them to the website, driving traffic to your websites.

5. Brand building: SMM totally depends on the number of people following you. Once you start taking orders; even in small numbers, mention them in your stories, post, photos and reviews. It would create a trust in the mind of existing as well as potential buyers creating product loyalty.

1.6.3. Disadvantages of social media marketing

There is no such thing in this world without any limitations; some of the limitations of social media marketing make it difficult for organizations to use it as a marketing tool. Below are some of the common limitations of social media marketing:

1. Negative feedback: One of the major drawbacks of social media marketing is negative feedback. Not every customer is satisfied with your product, so to deteriorate your business customer may give negative comments in review or comment box which is visible to general public, so, it can result in reduction of sales and revenue.

2. Time consuming: purchasing through social media apps may be time saving but from marketers' perspective it is time consuming process. It requires constant observation of trends on social media and changing marketing techniques time to time, which requires planning and creating distinctive promoting methods which are quite time consuming.

3. Security issues: Either it is e-commerce or e-marketing, the sites can be easily hacked and the data can be used by competitors for their businesses. Same happens with social media marketing, pages can be easily

hacked up and all the data can be easily transferred like personal data of customers, content and personal data of business and further can be misused as per their choice.

1.7. Consumer behavior

A consumer follows a certain steps to purchase any product either through conventional mode or online mode, every consumer follows each and every step in the process while purchasing product, but the only difference is of timing. Also, it is significant to understand how online shopping is distinctive from conventional shopping. Online shopping means purchasing product using internet. Every product or brand has their own websites, now consumer can easily reach out to website and select products of their choice and size, and also they can make payment in different modes. These distinctive features of online shopping make it easier and convenient to use which helps consumers in saving their time, money and cost.

1.7.1 Factors affecting consumers purchasing behavior

There are certain factors that affect consumer while purchasing a product using social media:

1. Income: it is one of the most important factors while purchasing any product. A person has limited income with unlimited wants, and scarce resources. It is the budget constraint that allow consumer to think twice before purchasing, every consumer have different level of income, not every consumer can purchase IPhone or other expensive gadget.

2. Security issues: next important factor to be considered is of safety issues while doing online purchase. There are number of fake websites which ask for pre-payment and the product is not delivered in given period of time. Also many times while making online payments, the bank accounts of consumers are hacked and huge amount are debited.

3. Quality: a consumer is a person who needs good quality product at low rates, although sometimes they agree to pay more for branded products, but as we all assume that consumer is rational, so he might decide to purchase from that website where prices are less and quality is good. But in case of social media it can't be trusted easily, so one has make sure while making online purchase.

4. Product risk: in traditional shopping consumers expectation regarding a product is satisfied as consumer can have physical look at product but in case of online shopping it is opposite, consumer's expectation can also be wrong because the product shown in pictures can vary in size and color and also in physical appearance.

5. Return policy: many new websites and pages of online shopping doesn't have return or refund policy which creates confusion in the mind of consumer either he should purchase or not

1.7.2. Definition of few terminologies

Definition of consumer, 'A **consumer** is a person or a group who intends to order, orders, or uses purchased goods, products, or services primarily for personal, social, family, household and similar needs, not directly related to entrepreneurial or business activities.'

Meaning of consumer: Consumer is the person who finally uses product or services, in simple words he is the final user of the product or service. In this modern era, all the products are manufactured as per the need and desire of customer, manufacturer, producers and sellers are totally dependent on the needs and requirement of consumers. Main objective of every market is to satisfy the needs of consumer by providing service or product. It is important to understand the behavior of consumer for long term growth and success, understanding their behavior requires proper observation and analyzing of certain factors.

Kotler and Keller defines consumer buying behavior as, 'consumer buying behavior is the study of the ways of buying and disposing of goods, services, ideas or experiences by the individuals, groups and organizations in order to satisfy their needs and wants.'

Schiffman and Kanuk (2000) define consumer buying behavior, 'it as behavior that consumers express when they select and purchase the products or services using their available resources in order to satisfy their needs and desires.'

From the above definitions it has been observed that buying behavior is a step wise process, all steps are interlinked to each other, missing out one can step can cause a problem in understanding the behavior. Consumer's choices and preferences are heterogeneous i.e. different in nature, and requires proper analyzing of their behavior towards a product. Marketers make huge investments in collecting data of existing as well as potential customer just to understand the behavior of customer. In event management, every customer requires customized service depending on their budget level, which can play a vital role in formulating strategies for the people of same budget level. In every business, it is important to understand the behavior of customers irrespective of size of business, to satisfy the needs of customers firstly, one must be aware of those needs.

1.7.3. Consumer buying behavior process of product and services

This process of buying behavior was introduced by Sir John Dewy in 1910 and is still same with some amendments. Buying a product involves decision making i.e. choosing among the alternatives products available. Before purchasing any product, a consumer goes through several steps, every individual have to follow these steps, following are the steps:

1. Need recognition: what is the need of the customer? What product he desires to satisfy those needs? All these questions arise in the mind of customer when he/she wants to buy a product. The emerging need must be generated to purchase a product, for an instance you have to go to family function and it reminds you of purchasing a new dress for yourself, now there emerges the new desire or demand in your mind, and that's called need recognition.

2. Information search: the need generated has to be satisfied, and for that consumer will start acquiring knowledge about the product or service through different sources like friends, colleagues, advertisements, TV, radio, people with same product and many other options. He will properly do a research on products features, price, uses, durability and other element he/she feels important. All the information generated shall help him in forming alternatives of the product.

3. Evaluation of alternatives: third step in the process of buying behavior is evaluation of alternatives identified in the information searches. This stage emphasizes on comparing alternatives on the basis of some standard criteria set out by consumer to evaluate, these are called evaluative criteria; these criteria's can vary from individual to individual. The most commonly used evaluative criteria's are product attributes, product durability, product feasibility, level of satisfaction to the consumer, product brand, product substitutes and other criteria's. This stage of buying process helps the marketer to understand the needs of identifying the attributes most required by consumers and consider those attributes which are neglected by consumer, and making required alteration.

4. Purchase intention: at this stage the consumer is aware of all the alternatives available to him, including price of product, size of product, and other attributes important to consumer. Here the consumer intends to purchase a product after evaluating alternatives but final decision is yet to be made. Purchase intention explains that out of the total number of products available to the consumer, he/she has made his intention towards one product.

5. Purchase decision: at this level, consumer is ready to make his decision of either making purchase or not. It is not mandatory that at purchase decision he will surely purchase the product, due to certain reasons he/she might not purchase the product, like while going for purchasing a product he gets a negative feedback from his friends or relatives, may be due to emergency reasons his budget is out.

6. Post purchase experience: once the product is purchased, it is important to ask for post purchase experience through feedback. It helps marketers to analyze the behavior of consumer through his/her level of satisfaction. Mainly, post purchase is calculated comparing the expected outcome and outcome

received, if there is huge difference then customer is dissatisfied and vice-versa. Post purchase behavior will let marketers know about the customers' loyalty through word of mouth and re-purchase.

1.7.4. Factors affecting purchase intention of consumers

Following are the factors that affect consumers purchasing decision using social media:

1. **Brand attitude**

   Mitchell and J. C. Olson, 1984) defines brand attitude as an overall evaluation of a brand by consumer. Brand attitude is dependent on certain features like durability, ease of service, features, and performance etc. of a product or service of particular brand. So, according to (igi global) brand attitude is an evaluation done by consumer to determine whether a product can fulfill their needs, quality of product is up to mark, what's the opinion of consumer for a particular brand after a lot of research; consumer's behaviour towards brand is favorable or unfavorable. (Adila, Bintang, Ikhsan, Fahlevi, 2020) explains brand attitude as an overall attitude of a consumer towards a particular brand's products and services. If in the eyes of a consumer brands attributes are good enough, eventually it will increase the brand attitude for consumer, resulting in different advantages for the organization. So it can be concluded from the above studies that brand attitude has a positive impact on purchase intention of consumer and brand attitude not only helps consumer to analyze or evaluate the product but also assist firms in fulfilling the needs of customer by producing required products or services.

2. **E-WOM (Electronic-Word Of Mouth)**

   Electronic word of mouth (e-WOM) may be defined as "a transmission of personal experience by a potential, actual or former consumer regarding a particular product or service using social media" (Cheung et al, 2010). E-WOM helps potential customers to develop a comprehensive understanding of the product or service through former customers' reviews and comments. In present era, positive e-WOM can encourage organizations to increase customer retention and customer attractiveness. According to Sa'ait, Kanyan, Nazrin, (2016) teenagers are developing consciousness for the product and services they use. Nowadays consumer trusts more on word of mouth that is because of two reasons; one is reliability of reviews and other is, as it is a free source of information. Before purchasing any product or service consumer go through or cross check reviews and experiences of former customers rather than blindly trusting on advertisements.

   Pandemic have allowed consumers to gather information from different platforms of social media and internet, which have enhanced their product related knowledge. Before going out or purchasing any product using internet, consumer always reviews and read personal comments of other consumer, to get

more and more satisfaction from the product purchased without any loss of his/her (Mason et.al. , 2021). Hence, E-WOM plays a very crucial role in influencing the consumers buying decision process.

3. Influencer marketing

Influencer marketing and affiliate marketing are the two main components of social media which are helping marketers to promote their products or services. Firstly, Influencers are the people with huge number of followers, when they market a certain product or service, it has been noticed that it creates awareness among their followers, which influence them to use a service or product. Influencer marketing will help organizations to evolve their ways of marketing (Survannabha,2021). Large scale companies are making huge investment in marketing with social media apps to increase their sales and revenue. One of the important things about social media is that is allows customer to enjoy customized service, and with the help of comment box or reviews they can know the perceptions and experience of product and service by existing customers. As highlighted by Jay Trivedi & Ramzan Sama (2019) consumers prioritize expert influencer's opinion as compared to celebrity influencer while purchasing online products.

4. Influencer credibility

Credibility may be defined as "a quality of being trusted, convincing and believing in someone" (Oxford). Eventually, influencer credibility may be defined as "a quality of an influencer that is trusted and believed by his/her followers using social media." With the advent of social media, it has become an indispensable source of communication for users. (Kırık, 2017). According to (KEMEÇ, YÜKSEL, 2021) one of the social media platform is Instagram and there are number of influencers that can affect consumers purchase intention. It has been revealed from the findings that there is a significant impact of influencer's credibility on brand trust and purchase intention of consumers. "Influencer Marketing Industry is set to grow to approximately $16.4 Billion in 2022", influencermarketinghub.

2. LITERATURE REVIEW

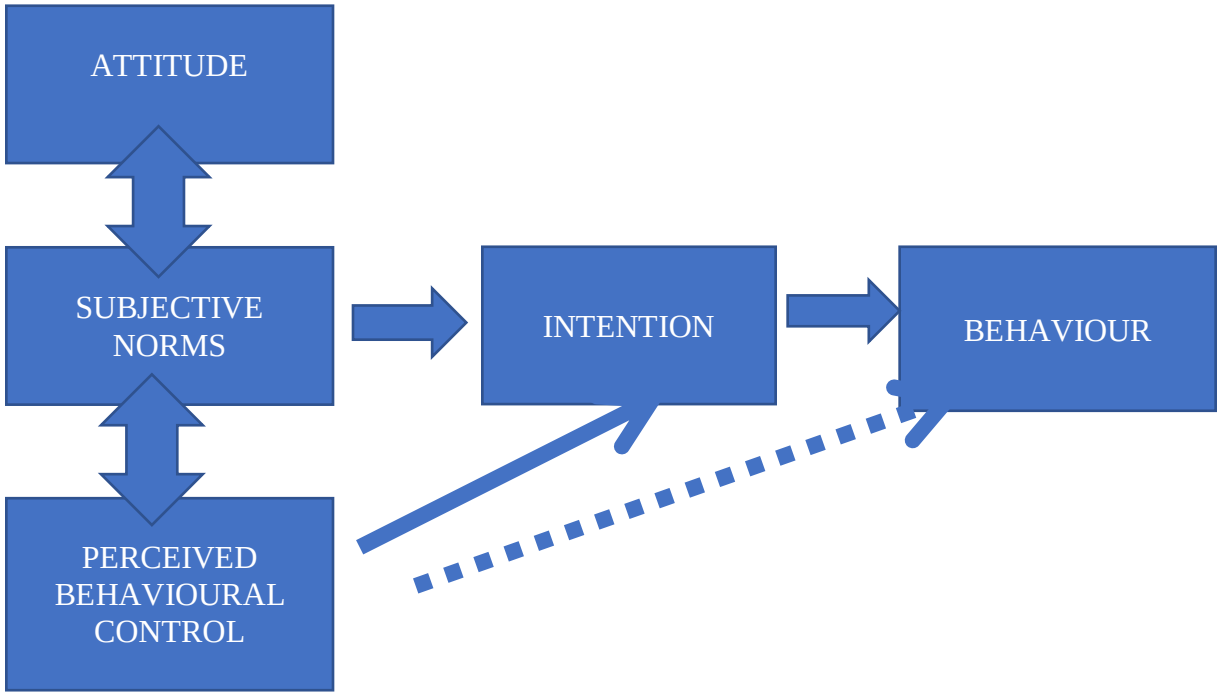
2.1. Theoretical framework

1. Theory of planned behavior

   Theory of planned behavior was developed by Icek Ajzen (1980…), which is an extension of theory of reasoned action; this was also invented by Ajzen with the help of Martin Fishbein in 1980's. This theory is invented to understand the human behavior, how an individual acts in certain situations or circumstances and what are the reason of those actions taken. Although understanding human behavior is a continuous task but still there are some fixed variables which describe their pattern. According to the theory of planned behaviour, human behavior consists of three components, which are: attitudes, subjective norms and perceived behavioral control. It is further proposed that these variables directly influence human intention towards making a decision which consecutively defines human behavior for particular situation. Each variable of this theory is elaborated which is as follows:

   1. Attitudes: According to Gordon Allport, G, "An attitude is a mental and neural state of readiness, organized through experience, exerting a directive or dynamic influence upon the individual's response to all objects and situations with which it is related." So, it is a reaction of a human being towards any other person, place, object or thing.
   2. Subjective norms: subjective norms are basically concerned with what our family, colleagues, friends and relatives think about the behavior.
   3. Perceived behaviour control: what an individual think about his/her behavior and about his ability and capability. These are the motivational factors which influence an individual to react or behave whatever he feels. According to this theory perceived behavioral control is directly linked to human behavior.

   So according to Ajzen human behavior is a combination of three components, attitudes, subjective norms and perceived behavioral control, which leads to different type's behavior at different level of intervals.



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Theory of planned behavior (Fig.1)

Consumer behavior is also related to this theory. According to the TPB hypothesis, intentions drive actual behaviour, while attitudes, subjective norms, and PBC influence them (Bansal and Srivastava, 2022). This study will try to estimate and assess the purchase of personal care product or service through social media by Indian consumer by taking into account these three components of theory of planned behaviour as proposed by Ajzen. These components are are explained below:

1. Attitude: According to Robbins "Attitudes are evaluation statements either favorable or unfavourable concerning objects, people or events. They reflect how one feels about something." towards developing intention to purchase personal care through social media platform.

A few already existing attitude dimensions of Indian consumers towards social media platform are mentioned below:

- Before making purchase consumer feels social media is unsafe as there is revelation of personal identity to general public.
- Some of the consumer believes social media provides new and different variety of products and services.
- Purchasing through social media is risky in respect of product quality, quantity, and payment and return/exchange policies.
- Social media is easy and convenient as there is a direct interaction of buyer and seller. Also one can make purchase anytime from anywhere.

2. Subjective norms:

- Product and services accounts or pages followed by friends, relatives or any other known person of consumer creates faith or trust in the mind of consumer for particular page.
- Social media influencers are trending nowadays, influencers with large number of followers and homophile attitude influence consumer in buying decision.
- Reading, reviews, personal comments, and e-WOM of relative, friends, families and strangers help consumer in gathering information about products or services.

3. Perceived behavioral control:
    - This component enables consumer to identify whether they have resources to purchase a product online, like income level.
    - Consumers thought about purchasing through social media, and motivational factors that influences them to buy a product.
4. Purchase intention:
    - Purchase intention differs from buying behavior because of the final decision is yet to be made. Many a times consumer intents to purchase a product but under some uncertain circumstances purchase are not made.
5. Behavior:

    The last step is consumer's behavior towards a product. There are only two possibilities either consumer will purchase a product or not. In this particular situation, either social media users will get influenced from his attitude, subjective norms and perceived behavioral control to develop their intention towards purchasing products from social media or not.

    Through this study I will try to analyze whether their attitude for purchasing personal care product is positive or negative; there family and friends (subjective norms) are supportive or not; whether the consumer is capable or not to purchase through social media. If the attitude, remarks by family, capability is positive then purchase intention of buying personal care product through social media leading to actual behavior which is purchase of a product.

2.2 Literature review

- (Jan, Haque, Abdullah, Anis et.al., 2019) conducted a research to analyze the components of advertisement and their effect on consumer buying behaviour. The data was collected through a questionnaire and sample of 428 people of Malaysia. The research model used in study is Structural equation modelling. In findings research reveals that two important factors i.e., usefulness of advertisement and features of advertisement have positive effect on consumers

buying behavior. It has been suggested in the findings that skincare product organization should focus on these two aspects for successful results.

- It has been proposed in one of the research study that skin care advertisements done through social media are reliable to accept. This study also proves that the reason for purchasing the skincare products by men was majorly to enhance their physical appearance. (Sanny, L., Arina, A., Maulidya, R & Pertiwi, R. (2020).

- Surnnabha (2021) has conducted a study to determine and analyze the impact of social media on purchase intention where dependent variable is purchase intention and the factors affecting the purchase intention through social media are influencer marketing, promotion, perceived risk and trust, these are the independent variable of research study. Basically the study is conducted through primary data collection, using survey method by distributing questionnaires. This study is a quantitative method where a sample of 496 people has been taken. Data analysis used for the study is factor analysis. The findings of the study suggest that influencer marketing and promotions are two independent variables affect the purchase intention of buyer.

- It has been highlighted by a few surveys have concluded that consumers are curious to know, about the products purchased by them includes what ingredients and acids. Pandemic have given free time to people to research on ingredients used in certain skincare products which have somehow influened companies to conduct more sustainable formulas, using different methods. (Hana Hong,2020)

- (Trivedi and sama, 2019) has analyzed the impact of influencer marketing on consumers' brand admiration and purchase intention. Two of the important factor are Brand admiration and brand attitude which plays mediating role in the study. Primary data was collected using survey method and the sample was of 438 respondents. The author used 3 techniques to analyze the data they are structural equation modeling, hierarchical regression analysis, and Hayes process method. The finding reveals that Influencer marketing has a positive impact on consumer purchase intention of electronics products Also when compared between expert and celebrity influencer, it is beneficial to select expert influencer for marketing the product.

- (Costa, 2019) conducted a research to analyze the effect of influencer marketing on consumer purchase intentions and brand attitude particularly on Instagram. The research also emphasizes on

examining whether influencers' post on Instagram affect consumer purchase decision specifically for female audience. Author uses two qualitative approaches to collect data and they are in-depth interviews and netnography. In first method, sample of 30 respondents were taken and and in second method 200 comments were drawn out from each five famous social media influencer of Portugal. The findings revealed that influencers' have a significant impact on consumers purchasing decision and toward brand attitude.

- The study focuses on examining how social media influencers affect purchase intention. It is a descriptive research and is based on previous literatures done by authors and scholars explains that three dependent variables i.e. purchase intention, attitude towards products, and advertising has a significant effect on influencer credibility i.e. independent variable. The findings suggest that influencer credibility explains and observes influencers on the basis of attractiveness, trustworthiness and expertise.(Saputra and Dewobroto,2022)

- (Kudeshia and Kumar, 2017) conducted a research which mainly focuses on determining whether electronic word of mouth has any significant impact on brand attitude and purchase intention of consumer. Primary data was collected using survey method and also empirical study is done. The data was collected from 311 respondents and data analysis was done through Structural equation modelling (SEM). The finding of the research revealed that there is a significant impact of E-WOM on consumers purchase intention and brand attitude specifically for Facebook users.

- (Adila, Bintang, Ikhsan, Fahlevi, 2020) conducted a study, which emphasized on analyzing the impact of e-WOM on brand attitude and purchase intention on e-commerce particularly in specific cities of Indonesia i.e. JABODETABEK (Jakarta, Bogor, Depok, Tangerang, Bekasi). The social media platform used by researcher is Instagram to collect information through questionnaire from 300 respondents residential of JABODETABEK. Structural equation modelling was used to analyze the data. And lastly, the findings suggested that e-WOM has significant impact on purchase intention of consumers.

- According to (KEMEÇ, YÜKSEL, 2021) a study was conducted to analyze the impact of influencer credibility on brand trust and purchase intention in Turkey. Sample of 408 respondents was taken and structural equation modelling was used to analyze the data. Where findings of the study revealed that there is a positive impact of influencer credibility on brand trust and purchase intention of consumer. Also it was ascertained that purchase intention varies according to product categories.

- Duan.J,Dholakia.R R,(2016) conducted a research which explains there lies a positive relationship between posting purchases on social media and happiness of consumers. The primary data for the research was collected using survey method, and data analyzing was done using regression and bootstrap mediation analysis. Findings revealed that, posting on social media allows consumers to value their products and also provides them an insight of being a happy customer. Social media have become the new trend for conspicuous consumption consumers, as now they can show off their products publicly and and gain attention. Other consumers now can take the advantage of using these private products and use them.

- Fitore Jashari, JOk Trinidad, (2016) conducted a study which emphasized on analyzing the effect of social media on consumer buying behavior and how psychographic variables influence their behavior with respect to Kosvo. The source of collecting primary data was done through surveys with 120 respondents. The findings revealed that around 59% people purchased online without planning and 61.5% of people were influenced form e-WOM of their friends. Also, there is a positive impact of social media consumer buying behavior as consumers use social media as information gathering tool because of ease to access and reliability of information about product provided by other consumer through comments and reviews. Consumers find social media more attractive as it allows them to get information without getting disrupted while performing other activities on social media. Social media turns out to be teacher for consumers, as it enhances their product knowledge.

- According to (Nascimento, 2019) has emphasized on analyzing the effect on consumer's purchase intention of influencer credibility on social media. It is exploratory and quantitative techniques were used to collect data, the primary data was collected through a survey with the sample size of 1924 respondents. Findings of the research confirmed that there is positive relation between influencer credibility and purchase intention. Low involvement products are influenced by certain characteristics of credibility which are trustworthiness, expertise, attractiveness and popularity. On the other hand, in high involvement products, purchase intention is affected only by trustworthiness and and attractiveness.

- (Sokolova , Kef, 2019) has conducted a study to analyze the impact of influencer credibility and parasocial interaction on purchase intention of consumers related to certain characteristics including physical attractiveness and homophile attitude special reference to Instagram and YouTube bloggers. The primary data was collected using survey method with the sample size of 1209 female users. Factor analysis was used to analyze the data. The findings of the study reveal that homphily attitude has a positive effect on PSI (para social interaction) whereas physical

attractiveness has a negative or no impact on PSI. Also, influencer credibility and PSI have a positive effect on purchase intention.

- According to (Saima, Khan Altaf M, 2020) the people who influences consumer and their perception using photos, videos and reels by posting it on social media for a particular product brand are known as social media influencers. The study focuses on determining the impact of certain attributes of social media influencers on their credibility and purchase intention of consumers in Delhi. Primary data for the study was collected through a google form questionnaire with sample size of 76 respondents. The sampling technique used was Quota sampling which is a non-random sampling and analysis of data was done through SEM Smart PLS3. The findings of the study revealed that three components of credibility namely trustworthiness, information quality and entertainment values had a direct effect on credibility of consumers and was indirectly impacted purchase intention of consumers.

- (McClure, Seock, 2020) conducted a study which focused on identifying the impact of brand's social media pages on consumer's purchase intention. The research is based on secondary data which are research articles. Bivariate regression method was used to analyze the data. The findings of the research reveals two independent variables, brand familiarity and information quality has a positive impact on consumer's involvement towards a brand on its social media pages. Also, it had been determined consumer purchase intention is effected by consumer involvement on social media brand's pages.

- Social media has become the fashion or style of present era (Balakrishnan, Dahnil, Yi Jiunn, 2014). The study was conducted to analyze the effect of social media toward brand loyalty and purchase intention in GEN-Y. Primary data of the study was collected using questionnaire with the sample size of 150 Malaysian university student respondents; data analysis was done using regression analysis. It has been found, purchase intention and brand loyalty are affected by certain online marketing communications which includes online communities, online advertisements and e-WOM.

- Piyumi and Demirel, 2021 conducted a comparative study of cross countries which focused on analyzing the impact of social media reviews on consumers purchase intention and buying behavior in beauty industry. The research was qualitative in nature and data analysis was done using thematic analysis. The study revealed Sweden social media users purchase intention was directly affected by positive reviews whereas Sri Lankan users were mostly affected by subjective norms rather than social media reviews.

- Social media enables marketers to upgrade their way of marketing, as social media not only promotes product but also provide a channel to directly interact with the existing as well as potential consumers. According to Ninan, Roy, Cheriyan, 2020) conducted a study which focused on determining the influence of social media marketing on purchase intention of GEN-Z. Primary data of the research was gathered using a structured questionnaire, with the sample size of 424 respondents and multiple linear regressions was used for data analysis. The findings of the study explain that GEN-Z is influenced by social media marketing as it directly affects their purchase intention, brand awareness, brand loyalty, and product perception.

- Web 2.0 has changed the definition of shopping for customers, as social media is ruling internet; people have started shopping through social media. The study is conducted to analyze Social Media Activities and Its Influence on Customer-Brand Relationship in apparel industry. The research is empirical in nature. It has been concluded from the study that purchase intention is positively affected by brand relationship through social media. (Sharma, S., Singh, S., Kujur, F., & Das, G.,2021).

- According to Huang, O., & Copeland, L.,2020 the study aims at understanding the impact of social media influencer on GEN-Z with their hashtags and OOTD's used. The data was collected using online survey with the sample size of 300 respondents and data analysis was done using linear regression. The study found that PSI(para social interaction) turns out to be most significant factor for influencing GEN-Z's purchase intention and physical attractiveness is not required. So it can be concluded from above that GEN-Z focuses on credibility, and confidence of the influencer is noticed rather than their physical appearance.

- Lopes, P., Rodrigues, R., & Varela, M., 2022 conducted a research to analyze how brand image perceived benefits effect consumer purchase intention for clothes through social networks. The primary data of the study was conducted through a structured questionnaire with sample size of 947 respondents. All the study was conducted during pandemic. The results of the study reveals that brand image has a positive or significant impact on consumer's purchase intention whereas perceived benefits has a lower but positive impact on consumer purchase intention. so social media can help marketers to build their brand in a more stronger manner, marketing through social media will help them in developing their brand image as well as customer loyalty towards product.

- Internet can be easily used for promoting products and services (Yeo, S. F., Tan, C. L., Lim, K. B., Goh, M. L., & Wahab, F. A. (2020). The study was conducted to ascertain the role of viral

marketing messages on consumer purchase intention towards fashion apparel. The primary data of the study was conducted using questionnaire, data analysis was done using Smart PLS 3.0. the findings of the study reveals that viral marketing messages has a significant effect on purchase intention of consumers.

2.3 Research gap

In the beginning consumer were not much interested in online shopping, because they didn't have proper knowledge of purchasing online from different websites, but now it has been observed that people are more attracted towards online purchase, because of social media. Earlier social media was only restricted to chatting with friends and family but now social media have been upgraded, now people have started purchasing and selling using social media. During pandemic usage of social media have increased and consequently it have also raised the importance of social media influencers. These are those people who have built their trust in particular area and have access to huge followers, and can also influence people to act based on their recommendations. From ample review of literature it has been analyzed that longitudinal study will help to analyze long term effect of social media influencers on consumer behavior. (Trivedi and Sama, 2019). The research has not been conducted in Delhi/NCR. Although it has been carried out in many other parts of India. Second, there have been significant changes in terms of buying behaviour during pandemic, and the changes have not been yet studied properly. There have been no study to social media since the pandemic. Presently, Facebook might be top social media app used, but Instagram is the most developing or growing social media platform. The research is conducted to analyze the how Facebook, Instagram, YouTube and snapchat influence consumer in purchasing apparel products. Social media influencers use photos, hashtags and videos to promote a particular brand they are wearing or using, which in turn creates impulsiveness in consumers and they consequently visit to the brand page or account (Cham, Ng, Lim and Cheng (2017).

3. OBJECTIVES OF THE STUDY

1. To analyze the relationship between demographic characteristics of social media users and its impact on purchase decision for fashion products.
2. To identify the role of social media influencer on consumers particularly using social media for purchase of fashion products.
3. To ascertain the impact of social media on purchase intention of Indian consumers for fashion products.
4. To formulate model and strategies for promoting fashion products through social media platforms.

4. DESCRIPTION OF BROAD AREA

The broad area of my research is consumer behaviour and social media:

Firstly, a consumer is a person who is the final user of our product or service. It is a consumer for whom the market is established. The objective of market starts from identifying the needs of customers and ends at satisfying those needs. All the 4P's of market are developed only after understanding the behaviour of consumer; there preferences, taste, income, requirement and many other factors. Nowadays there are several substitutes available for every product, customer is not obliged to use one product, and he can switch to other product anytime when he wants. Foremost important element for customer while purchasing a product is price and quality. Consumer is willing to spend even more where he is assured of quality and this concludes in customer loyalty.

Secondly, "The term social media refers to a computer-based technology that facilitates the sharing of ideas, thoughts, and information through virtual networks and communities." so, we can say that it is a network which allows people to gather to an intangible place and communicate, share ideas and thoughts, post pictures and other updates with each other. Nowadays, social media has become the need for millennials and GEN-Z, also pandemic have allowed people to sit home and use social media as much they can. In the era of technological advancement where internet plays a vital role in everyone's life, and people spent lot of time using internet, marketers are also ripping out the benefits of internet by framing different marketing and selling strategies online. Some of the most used social media platforms are Facebook, YouTube, Instagram, LinkedIn, snapchat, Pinterest etc.,. social media now is not only a platform to communicate or make friends with each other but now people have started using it as marketing tool i.e. to promote their business activities. According to smart insights 4.62 billion people use social media (2022), that means more than the half of the world now uses social media. This has turn out to be the opportunity for e-commerce and other business firms to sell their product using social media. Now business organizations promote their products mainly on social media like Facebook and Instagram, and generate huge amount of profit. Personal comments and reviews on these social media have turn out to be gem for both consumer and seller. Almost all famous brands have started promoting themselves on social media.
The study mainly has been conducted to analyze the impact of social on consumers buying behavior. This will help firms understand the needs, pattern, like and dislikes of consumer which can help them to satisfy the need of consumer by providing desired products and services.

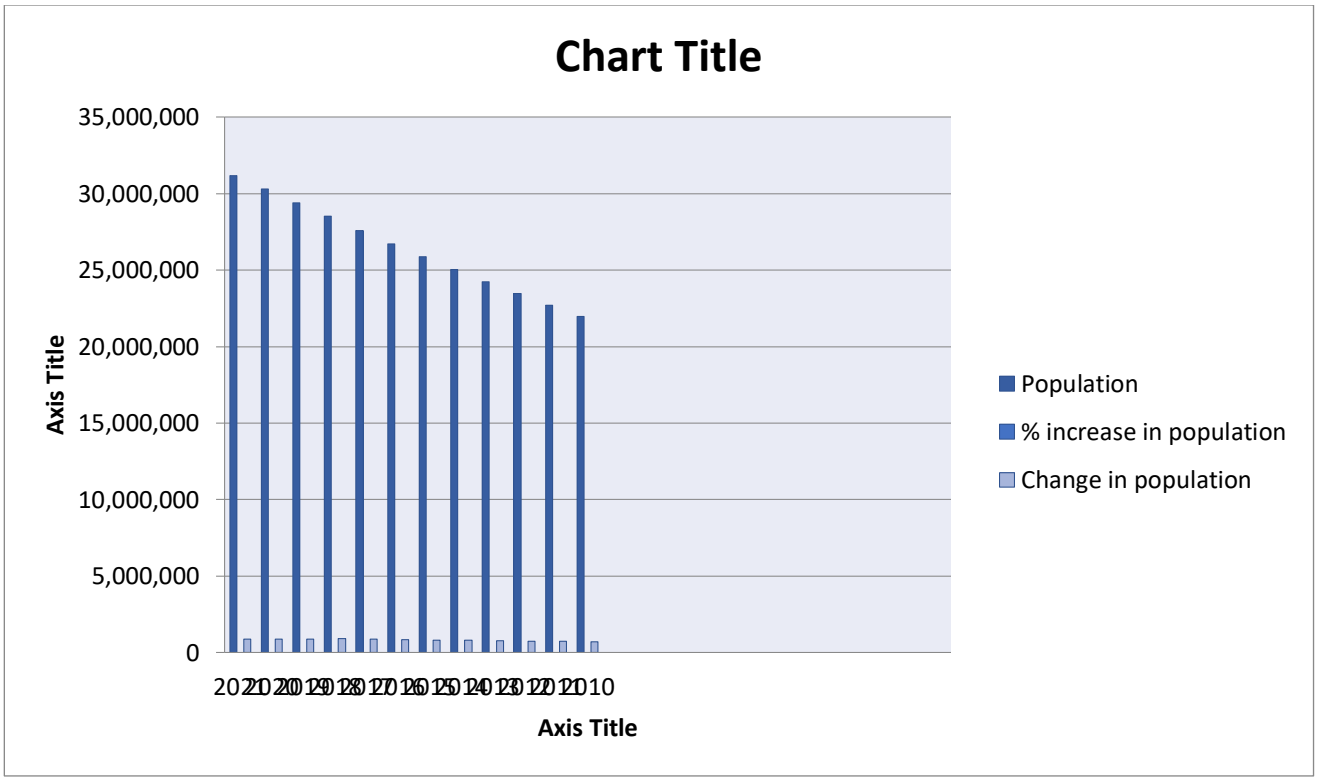
5. RESEARCH METHODOLOGY

Companies have started escalating their advertisement expenditure towards social media, as social media trends grow (Yating Pan, 2019). This chapter will explain about research methodology. The study is mainly concerned with determining the effect of social media on consumer's purchase intention. The population of the research study is social media users/consumers in Delhi and NCR. Consumers purchase intention for purchasing personal care products using social media are to be analyzed during the study.

The area of the study is Delhi and NCR. As we all are familiar with the capital of India. It is famous for its historical monuments and is also known as the location of India's national government. According to macrotrends current population of Delhi is 32,066000 (2021).

Population of Delhi (2010-2022)

Year	Population	% increase in population	Change in population
2021	31,181,376	2.94%	**890,440**
2020	30,290,936	3.03%	**891,796**
2019	29,399,140	3.11%	**885,458**
2018	28,513,682	3.30%	**911,426**
2017	27,602,256	3.30%	**882,292**
2016	26,719,964	3.30%	**854,088**
2015	25,865,876	3.30%	**826,790**
2014	25,039,086	3.30%	**800,362**
2013	24,238,724	3.30%	**774,776**
2012	23,463,948	3.30%	**750,014**
2011	22,713,934	3.30%	**726,038**
2010	21,987,896	3.30%	**702,832**



Research design

The research design used for the study is descriptive and exploratory. Descriptive research helps the researcher in answering to questions of what, when, how and where but not why, It doesn't explains the causes of an event or variables. While analyzing human behavior, it is significant for researchers to understand what factors affect the purchasing of consumer using social media, how frequently consumers purchase using social media and when do consumers mostly make purchase. The research is also exploratory in nature, "exploratory research means an attempt to discover something new using one's research topic" (Richard Swedberg). Exploratory research deals with the research which either has not yet been studied or not studied in depth.

In descriptive study data collection can be done through various ways which are observational method, case study method, and survey method.

Data collection

Data of the research study shall be collected through:

1. **Primary data:** It is the new original data which is collected by the researcher during the research work to accomplish research objectives. Primary data collection methods include; interviews, surveys, questionnaires, observation method, and focus groups. The researcher will adopt questionnaire as a source of collecting primary data. Questionnaire consists of number of questions asked from respondents either through online mode or offline. Several questions related to the research study are formulated and shared with the sample respondents.

2. Secondary data: it is the data which is collected using journal, newspaper, books, magazines and internet. This type of data is already available and researchers have to modify the data according to the study.

Sample design

Sampling unit: With the increasing use of social media by organizations and individuals have changed the way of communicating. People spend more time on social media either for personal use or professional work. Social media is now not only limited to chatting and uploading photos but it has become a great platform for selling and promoting products, ideas and delivering many distinctive services. Sampling unit will consist of social media users or consumers that purchase apparel product using social media in Delhi-NCR.

Population of the study

This study is concerned with to analyze the impact of consumers or to analyze their purchasing behavior. The study will cover Delhi/NCR. Presently the population of Delhi is 32,065,760 (2022), the Area covered by Delhi is 1,484 square kilometers. Population density of Delhi and NCR are mentioned below: (findeasy). These are the estimated population of Delhi and NCR by 2022.

Location/ Units	**Estimated Population 2022**
Delhi	3.1 crore
Gurgaon	11 lakhs
Noida	8.2 lakhs
Ghaziabad	20.13 lakh
Faridabad	20 lakhs

Sample size:

In this we will discuss about the sample size of research study, the research area to be covered is in Delhi and NCR, the sample size will be 350-400 respondents who will social media users. Although there are number of social media platforms presently, but for this research we are considering only four social media platforms and they are:

1. YouTube
2. Instagram
3. Facebook
4. Snapchat

Scaling and measurement

To measure the qualitative data Nominal and ordinal scaling will be used whereas to measure quantitative data Likert scale (interval) shall be used.

Identification of variables

According to iedunotes "A variable is any property, characteristic, number, or a quantity that increases or decreases over time or can take on different values (as opposed to constants, such as *n*, that do not vary) in different situations." Basically variables are of two types, first is independent variable, which can be controlled or manipulated by the researcher, independent variable is assumed to be the cause of the problem and dependent variable is the variable which is the outcome of changes in independent variable during the study. So we can conclude that independent variable is the cause and dependent variable is the effect. In this study where we are going to research about social media and its influence on purchase intention of Indian consumer, social media is an independent variable and purchase intention is dependent variable.

Sampling techniques

When data is collected for research study, it is unfeasible to collect data from each and every individual, so we collect data using sample. Sample is the group of individuals who will take part in the research study. This sample size will define the whole population in the research study, so it is significant to choose correct sampling method of collecting data. There are two types of sampling, probability sampling and non-probability sampling.

Probability sampling: This type of sampling is done randomly, where there is equal chance of every individual to get selected.

Non-probability sampling: In this type of sampling researcher chooses sample according to their convenience or ease.

In this research probability sampling will be followed by collecting data on random basis. **Stratified random sampling** and **snowball sampling** will be used to collect data.

Research tools

Once the data is collected it will be analyzed to have a clear picture of research conducted. The data will be analyzed using different methods and statistical tools to arrive at conclusion. Different statistical tools will be used for different objectives of the study.

Objective 1: Z-Test and ANOVA

Objective 2: Factor analysis

Objective 3: Multiple regression

Pretesting of survey instrument

Pretesting of survey instrument was conducted through:

- Initially a pilot study will be conducted
- A panel of experts will be conducted
- Validity through content and construct validity

6. EXPECTED RESEARCH OUTCOME

The newest marketing tool for all commercial organizations is social media. The study's findings will aid marketers in their analysis of the factors influencing consumers' decision to buy clothes. Most frequently used social media platform for purchasing a product can also be made easier with the help of this research. The study will help marketers assess social media influencers' roles and the effects they have on consumers' propensity to make purchases. The research will also be beneficial to academicians working in the area of consumer behavior and social media marketing.

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Impact of social media on purchase intention of Indian consumers in apparel products

SHORT SYNOPSIS

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ABSTRACT

Social media has become imperative part of life; almost half of the world uses social media in their daily lives. Role of social media also increased due to pandemic. Presently social media is used as one of the marketing tool to promote their products and services. The main objective of the study is to analyze how the purchase intention of consumers is affecting using social media towards apparel products and to understand the role of social media influencer on consumer purchase making decision. The research conducted will be descriptive and exploratory in nature. The data will be collected using a structured questionnaire, and the sampling method would be stratified sampling with the sample size of 350 respondents. Different methods of analysis will be used for different objectives like factor analysis and multiple regressions. The study's findings will assist businesses, individuals, advertisers, and academics in determining which social media platforms might be used to advertise items and in developing appropriate marketing strategies. Organizations can also examine consumer buying habits. Additionally, it will aid academics in their comprehension of consumer.

Keywords: Social media, Consumer, Purchase intention, apparels.

Impact of social media on purchase intention of Indian consumers in apparel products

by Karishma Fms

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